

Phone Number

Pennsylvania

5100

Children! Santa Wants to See You

in the Land of the  
Christmas Star

GIMBELS—Fourth and Sixth Floors.

## GIMBEL BROTHERS

32ND STREET - BROADWAY - 33RD STREET NEW YORK CITY

Music Salons Open Every  
Evening Until 9 o'clockPianos—Phonographs—Sales all this month. And the Music Salons (Eighth Floor) open every evening so that you can listen at your leisure, buy to your advantage. All the best makes—full assortments to choose from.  
Use 33d St. Entrance near Broadway.

For Other

Gimbel News

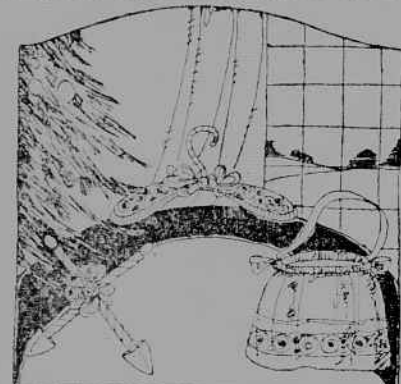
See Page 18



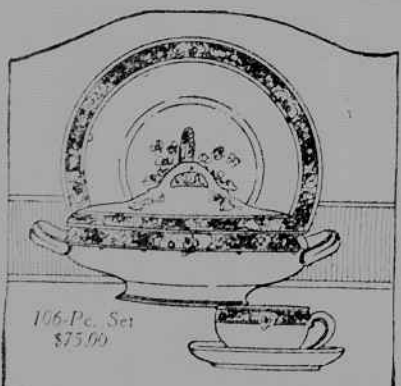
## Blanket Robes

For Women—  
Very Specially Priced **\$5.95**Soft, "comfy," warm blanket robes—of well-known "Beacon" make—in two pretty models—pocketed, girdled, one model nicely finished with cord edging.  
GIMBELS—Second Floor

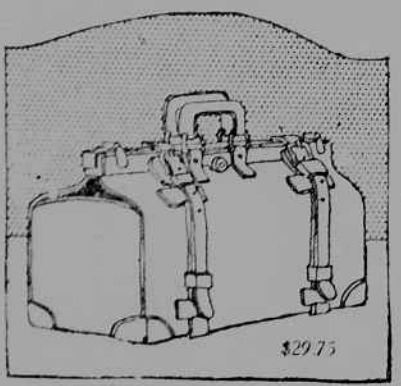
## Silk Petticoats

Value that carries  
back to the  
"Good Old Times" **\$3.95**Three very pretty tucked and ruffled petticoats in Rich Peau de Cygne. Can you believe it at this price? In two-tone colorings and in black and navy blue. Also Pettibloomers of Silk Jersey.  
GIMBELS—Second Floor

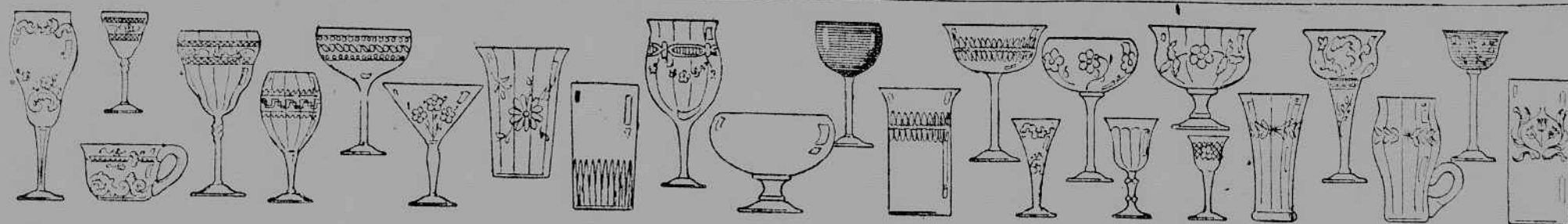
## Ribbon Novelties

Adorable  
Things  
for a  
Pretty Gift **39c to \$4.50**A rich assortment of dainty things which will solve many of the problems on the Christmas list. Individual little gifts, many boxed and ready for the card of greeting. Dozens to choose from.  
GIMBELS—Main Floor

## Dinner Sets : Less

The Famous Mac-  
dock & Sons Eng-  
lish Earthenware **\$75.00**A new open-stock pattern in festive baskets of bright-hued field flowers. The proper setting for your Christmas feast!  
GIMBELS—Fifth Floor.

## Imported Kit Bags

Bags of Won-  
derful Quality  
at Half Price **\$29.75**Of hand boarded, imported English Cow-  
hide, heavy weight stock, with sewed  
frame, with straps all round, well lined  
—in 22 inch size.  
GIMBELS—Main FloorLOWEST PRICES OF THE HOUR  
Downward Revision Even On Christmas ThingsDon't Forget the HIGGINS & SEITER Sale of Glassware  
HALF PRICE : HALF PRICE : HALF PRICE

## We're Still Unpacking

it—still adding to it—this finest collection of stem-ware we've ever seen. Big glasses, little glasses, middling-sized glasses. Glasses for every drink that the law allows you—and perhaps for a wee "drap" o' contraband:

Cider Glasses Grape Juice Glasses  
Parfait Glasses Water Glasses  
Lemonade Glasses

AT JUST HALF PRICE

## You Were Short of Glass-

ware at Thanksgiving,

Weren't You? Well—

Here's Your Getting-

Ready-for-Christmas Sale!

NO C. O. D.'S : NO EXCHANGES : NO CREDITS  
GIMBELS CHINA AND GLASSWARE SHOPS—Fifth Floor.

## For Christmas Gifts

Yes—there's still Higgins &amp; Seiter China for Christmas Gifts. A rare cup, a beautiful vase, a colorful pair of candlesticks, a chummy little breakfast set, a service plate or so, a glittering crystal basket, exquisitely carved.

The Precious English Rock Crystal  
Florentine Art Treasures. A  
Very Little Wedgwood

AT JUST HALF PRICE



## Sheffield Plate Reproductions

that Will Give a Full Measure of Satisfaction and Pleasure  
as Gifts Despite their Price Reductions of 20% to 33%.Sandwich Trays with handles.  
Pierced designs; Butler or bright  
finish, \$6.50 and \$8.00Serving Trays with handles. Oblong  
shape; plain raised border. 16 inch,  
\$30.00; 18 inch, \$33.00; 20 inch,  
\$40.00Vegetable Dishes, the double kind  
with a lock handle. 10 inch. \$13.50Sandwich Trays, plain burnished and  
pierced designs. 10 inches in diame-  
ter, \$2.50 and \$5.00Tea Sets, four pieces. Plain bur-  
nished; thread border, \$13.50Well and Tree Platters, 20-inch size;  
Butler finish; applied border. \$20.00Roll Trays with handle. Grecian bor-  
der, pierced ends, \$6.50Pie Plates with pierced frames and  
Pyrex linings, \$6.95Bon Bon Baskets with handles and  
fluted sides, \$3.50Bread Trays in a bright finish, with  
pierced ends, \$3.50Bon Bon Dishes with fancy pierced  
holders and glass linings, \$1.50Bread Trays with Grecian border and  
pierced ends, \$4.25Cheese Dishes of glass with silver  
plated covers, \$1.50

## Silver Deposit Ware at Half Price

A manufacturer's complete line of made-  
up stock—comprising 2700 pieces of most  
desirable silver deposit ware—at HALF.

Pitchers, \$5.00, \$6.75, \$7.95 to \$13.75

Salt and Pepper Shakers, \$1.00, \$1.25,

Lemon Plates and Forks, \$1.25

\$1.75 to \$2.95

Perfume Bottles, \$1.00

Sugar and Creamer, \$1.75, \$2.25,

Candy Jar, \$6.50, \$7.50

\$2.95

Tea Tiles, \$1.50

Vases, 50c, 65c, \$3.25, \$4.00 to \$18.00

GIMBELS SILVERWARE SHOP—Main Floor, Main Aisle.

French Seal  
Fine Shunk  
Trimmed:  
Now  
\$265.00Long Leopard Coat:  
Now \$345.00Trimmed  
French Seal  
Long Wraps:  
Now  
\$295.00Five Fur Coat Specials  
From the \$400,000 SaleA special feature for Monday in a sale which is just one big feature  
after another. And from our most varied stocks we have chosen these  
five groups of coats as especially worthy of your attention.

## SAVINGS AVERAGE 40 %

**\$110** Group No. 1—Marmot coats,  
Russian Pony coats, French  
Seal, also Wild Cat Lynx coats in various  
lengths and models.**\$195** Group No. 3—Skunk or beaver  
trimmed French Seal coats, as  
well as coats of caracal, Hudson Seal,  
muskrat and civet fur.**\$145** Group No. 2—French Seal  
coats, trimmed Taupe Marmot  
coats, caracal coats and Civet fur coats in  
a smart trotteur model and ¾ length.**\$225** Group No. 4—Moleskin sports  
coats, Hudson Seal trotteur  
coats, and fine long French Seal cape-  
wraps, richly lined.**\$295** Group No. 5—Three-quarter length Moleskin coats, natural Raccoon  
Coats, trimmed French Seal wraps and coats, Hudson Seal coats.

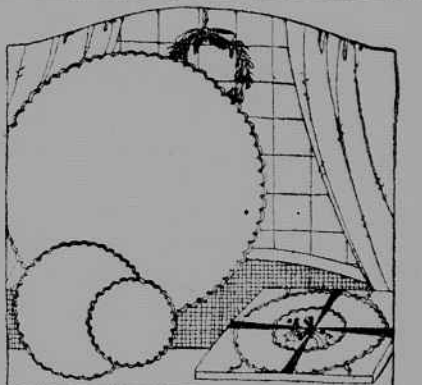
Other Coats at Average Savings of 40% range from \$89.00 to \$2450.00

Gimbels—"Furriers Since 1842."

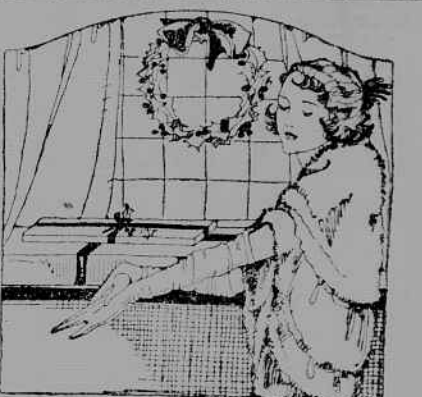
GIMBELS FUR SHOP—Third Floor



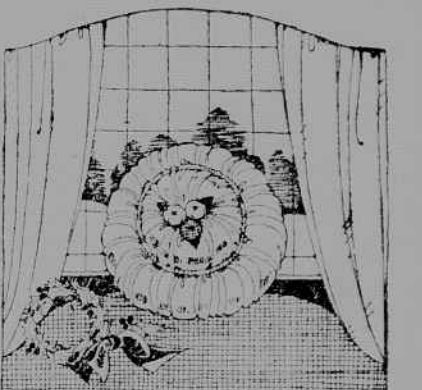
## Pure Silk Sweaters

Loveliest Ever  
at a Lowest  
Ever Price. **\$24.75**Pure silk—every thread of them. Tux-  
edo with braided belt and pockets—  
that's the style of them. Good colors  
and range of sizes.  
GIMBELS—Third Floor.

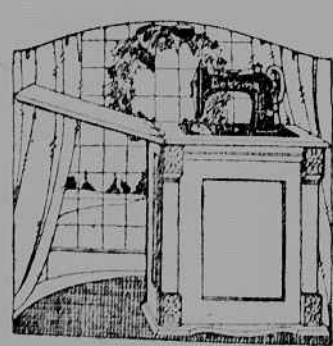
## Luncheon Sets : Less

All Pure Irish  
Linen, neatly  
scaloped. **\$3.25**An all-the-year-round gift for some-  
body's hope chest. 13 dainty doilies to  
each dainty set.  
GIMBELS—Second Floor

## French Kid Gloves

White: 12-But-  
ton Length:  
"Way Down To" **\$4.95**Finest soft French kid gloves of elbow  
length—and the price—but, of course,  
you know what they usually cost!  
GIMBELS—Main Floor

## Round Silk Pillows

Take a  
Tumble in  
Price: To **\$2.75**Plenty in rose and blue—decorated with  
silk fruit. Here's a good hint for gift  
givers—and a sale price, too!  
GIMBELS—Second Floor

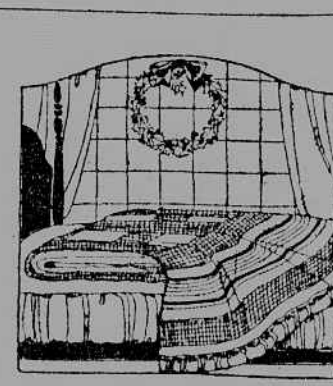
## Sewing Machines

Offered at Al-  
most the Cost  
of Production. **\$49.00**Tomorrow is the last day for  
Leasing Cabinet Machines at this  
price. Made by the famous Do-  
mestic Company, it's an excellent  
machine in a cabinet of delightful  
design.Terms \$1.00 Weekly.  
GIMBELS—Fifth Floor.

## Doll Carriages

All White  
Enamel and  
Everything! **\$8.45**No really-truly baby ever took  
her daily airing in a nicer car-  
riage. Dolly'll like it!  
GIMBELS—Sixth Floor

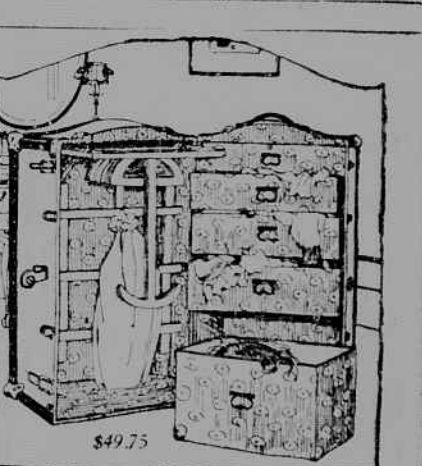
## Candle Sticks

Of Solid  
Mahogany.  
Very Special at **\$1.50**In three graceful designs—a pair  
of these will make a charming gift  
for any home-lover—each with  
gaily colored candle to suit the  
season.  
GIMBELS—Fifth Floor

## Blankets : Less

Wool and Cot-  
ton Mixtures  
Block Patterns **\$10.75**Lots o' wool in 'em. Big blocks,  
pink, blue, tan, grey. Wide col-  
ored binding to match. Practical  
gifts.  
GIMBELS—Second Floor

## Boys' Suits

Every Suit in Stock  
marked \$30 to \$50  
Reduced Exactly **33 1/3%**In a word—you may have your  
choice of any of our better grade  
of boys' suits—and you may take  
33 cents off every dollar on the  
price tag. Excellent fabrics, ex-  
cellently tailored in most desirable  
models.  
GIMBELS—Fourth Floor

## Wardrobe Trunks

A Wonderfully  
Welcome Gift—  
Down in Price. **\$49.75**Full sized wardrobe trunks of excellent  
fibre construction, with bulge top, 11  
hangers and drawers as pictured. A  
special deal with the maker brings you  
this exceptional value.  
GIMBELS—Fifth Floor